

Addendum to FSC-102-B		7/7/98	
SUBJECT: 1998 Third Quarter September Workplan Details - "Revisions"			
DISTRIBUTION:			
<u>X</u> AVP	<u>X</u> KAM	<u>X</u> DM	
<u>X</u> RSM	<u>X</u> AM	<u>X</u> RM	
<u>X</u> RBM	<u>X</u> AE	_____ Sales Rep	
<u>X</u> ROM		_____ Retail Rep	

**Objective:** Communicate revisions to 1998 Third Quarter September DORAL Selling Details.

**Purpose:** Ensure Field Sales has the most up-to-date promotional information.

Please replace Pages 3 and 4 "Selling Details" with the revised attached pages. All revisions are indicated in ***bold and italicized type***. Revisions include:

- Details for stores that do not accept coupons.
- Correction on \$1,000,000 Sweepstakes for non-restricted states.
  - Should now read all states except MA, MI, VA.
- Details and instructions on Retailer Incentive Card (for non-restricted states).
  - Reps and retailers must fill out Retailer Jackpot Ticket correctly and completely to qualify for \$25,000 Incentive Sweepstakes.
- Newspaper inserts no longer element of program.
- Additional take-ones for \$1,000,000 will be available for order.
- Reporting code for \$20 Retail Incentive (restrictive states MA, MI, VA only).

This information should be treated as "confidential."

Program Contact: Workplan Communication- Sharon Reid, extension #2584  
DORAL - Evan Toulon, extension #6316

R. J. REYNOLDS TOBACCO COMPANY

Attachment

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